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|  | Effective Date: | | 09-12-2011 |
| | Policy #: | | G-31 |
| | Supersedes: | | 05-01-2010 |
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PURPOSE

This policy is intended to establish official policy and proper use guidelines of all Social Media tools used within the Department of Licensing and Regulatory Affairs (LARA) for official work purposes as well as personal use from designated workstations.

DEFINITION

Social media is defined as the use of any of the following interactive online networking tools including, but not limited to: Facebook, Twitter, YouTube, LinkedIn, Ning, Google Buzz, Blogs, Wikis (including Wikipedia or similar sites), Flickr, Digg, Reddit and Delicious.

POLICY

The use of social media sites by State of Michigan employees from official work stations and distributed technology (laptops, P.D.A, Blackberry, etc.) is foremost regulated by the existing DTMB IT Resources [Acceptable Use Policy](#).

All employee, employer, constituent posts and interaction is to be done in accordance with pre-existing Michigan Civil Service Commission Rules and Regulations, as well as the pre-established Ethical Standards and Conduct Policy, Conflict of Interest Policy, and Conflict of Interest for Boards, Commissions, Agencies, Authorities, and Committees.

Social media access is a privilege and a personal choice; it is very important to remember that while it is a new and emerging technology, it does not lay outside the normal policy and procedures in place for all State of Michigan employees.

GENERAL INTENT

Use of social media applications provides internal representatives the ability to publish resources and media in order to increase awareness of our many programs and available information. Proper maintenance of such applications increases the accessibility of our organizations and allows constituents and consumers to engage in further discussion on a multitude of topics while participating in a globally recognized forum.

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GUIDELINES

Department represented pages will be monitored regularly, however individuals are personally liable for any and all defamatory, harassing, threatening, otherwise injurious or other legally objectionable content. LARA does not endorse personal content nor does it screen individuals protected profiles. Be advised that LARA also does not control the policies of individual social media sites and reserves the right to suspend, modify, or withdraw access to any employee at anytime. It is the personal responsibility of employees to regularly review these guidelines, failure to do so will not be excusable justification for non-compliance.

PERMISSIONS

LARA Bureaus/Agencies interested in maintaining a Department regulated social media account must contact LARA Office of Communications prior to creation in order to determine account guidelines and expectations in accordance with established policies and procedures.

Acceptable Use:

- Department/Bureau/Agency marketing of services to a broader audience
- Promotion of current and future events
- Public awareness of special initiatives
- Increased government transparency
- Education
- Engaging constituents/consumers for input and testimonials
- Target traffic towards existing Michigan.gov websites for available contacts and information

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Unacceptable Use:

- Promotion of personal non-state business
- Advertisement of non-state services or products
- Unprofessional work related conversations, chatter, rumors or gossip
- Non-work related posts, discussions, replies, etc.

Posting/Profile Maintenance:

1. Employees must determine the authenticity and consistency of personal and professional personas. Responses to constituent inquiries posted on Department pages should always be made from a LARA approved account and never from a personal profile.
2. Individuals responsible for posts or content are limited to areas within their authority, expertise and approval. Be sure all content is consistent with your work and with the department's professional standards.
3. Always maintain the privacy of our employees and constituents. Often it is appropriate to transition from an online conversation to a phone call or email for a more private method of conversing.
4. Unless directed, never comment on or post anything related to legal matters or litigation without the appropriate approval.
5. Responses to all inquiries or comments must be posted within a 24 hour time period. When replying speak to followers or fans as you would any other consumer in a professional situation. Encourage comments and engaging conversation.
6. As much as possible avoid creating new content and refer consumers to the appropriate links on the www.michigan.gov/LARA website.